

Dollars and Sense

MONEY • BUSINESS • ACADEMICS

Baked Alaskans

Students brave slime lines for real northern exposure

By ERIC ADAMS

The Diamondback, U. of Maryland

If you've ever spent a summer on the "slime line" of an Alaskan fish cannery, up to your elbows in greasy, grimy fish guts and smelling every bit like it, you know what it means to earn your money.

But you probably also know what it means to have a true summer adventure.

While most college students opt for the safety and security of summer jobs where they are bussing tables or working as dimly underpaid interns, some, like U. of Washington sophomore Rick Antezana, crave something a little different. They long for the ultimate in unusual summer jobs, ones that offer the possibility of adventure, risk, and yes, ordeal.

As Antezana explained, the "slime line" is the place where he and other college students of his kind cleaned and gutted fish brought in from the icy waters of the North Pacific last summer.

"It wasn't all that bad," Antezana said about spending up to 19 hours each day either working on the slime line or driving a forklift in the warehouse. "But it wasn't all that much fun, either."

But the money, he said, made it worth it. In his two months at the Far West Fisheries in Ketchikan, Alaska, he made close to \$6,000.

Advertisements that appear continually in the classified sections of student publications across the country describe similar profits. Generally, these vague and enticing ads speak the truth, but actually getting there is not so easy. Students are referred to different canneries in the state after receiving a general explanation of cannery operations. They are largely on their own, so the trip to Alaska sometimes is a big risk.

For Rob Long, also from UW, that was the toughest part. "It was scary going up there at first. Taking the ferry, not having a job, not being sure," Long said. "But within three days, we got hired. We started at noon that day and worked until 2:30 a.m."

Michael Craig, a senior at Ohio State U., said he would



COURTESY OF STUDENT EMPLOYMENT SERVICES

Shiny, happy people — until they're knee deep in fish guts.

recommend the canneries to anyone with intestinal fortitude and a need for cash. Craig, who drove all the way from Columbus, Ohio, to work at a Ketchikan cannery, said he grossed about \$5,200 during the summer, working 75 to 95 hours per week.

But the students who go up there say they generally have no problem finding things to do in what little spare time they have.

"I didn't have any time to spend the money I made," Antezana said, "but we spent our spare time hiking, playing basketball, or going to bars. And on our first week up there, we went fishing and caught four sharks. One was five feet long!"

Incidentally, despite the long hours and monotonous work, both Long and Antezana are going up to Alaska again this summer.

"Yeah, I'm going up there again," said Antezana. "They treated us pretty well, and I like the adventure part of it — getting out there and doing something a little off the wall, a little adventurous."

Building the better resume without lying

By ANN MARIE YERKS

The Technician, North Carolina State U.

Imagine a world where resumes don't lie — a world where we put down our true skills.

No longer would we use the line "References available upon request," but instead we would say "current boss willing to say something nice about me." We would list our real hobbies, which would not be "wind-surfing and collecting antiques" but "watching TV and playing poker with roommates." And under "Experience" we could state:



- Can sit at desk for lengthy periods and feign interest in numerous topics ranging from ancient history to zoology.

- Able to meet a deadline by stretching one mediocre idea into 15 to 20 double-spaced typed pages.

- Able to absorb lectures on literary theory while simultaneously balancing checkbook.

- Masterful at pulling "all-nighter," requiring expert use of coffeepot, white-out and Vivarin.

- Competent at using telephonic touch-tone devices, especially those that pertain to scheduling.

Students let their fingers do the shopping at home

By ERIC GRODE

The Daily Orange, Syracuse U.

More students are staying home when it comes to shopping.

The mail-order catalog business has come a long way, and consumers can now buy everything from couches to lingerie, sweaters to soundtracks, without ever leaving the privacy of their own residence halls.

Nearly 100 million customers shop by telephone in the United States alone. And one of the most attractive demographic groups of buyers, according to national catalog sales representatives, are college students, with their relatively high disposable income and a keen interest in the latest fashions.

While specific numbers are unavailable, Mark Friedman, a representative of jointly owned Tweeds and Smyth & Co., said students make up about 15 percent of their business. In the case of L.L. Bean, which sells about \$600 million in business annually, this equals about \$90 million — a substantial dollar amount for Bean.

Some students, like Colgate U. sophomore Greg Herr, are a retail catalog marketer's dream come true. Faced with the demands of overburdened schedules and limited shopping



MARK NYSTROM, THE COLLEGIATE TIMES, VIRGINIA TECH

Order now and pay later — it's all just a phone call away.

time, they flock to the convenience of catalogs.

Herr has ordered as much as \$100 worth of clothing at a time from such stores as J. Crew and L.L. Bean. The location of his school plays a big part in his shopping habits.

"If I wanted to go shopping, the closest mall is 30 or 40

miles away," Herr said. "It's a matter of convenience."

And the wide selection also attracts Duke U. student Susan Bruce.

"Everyone gets catalogs in their box here, and it makes shopping a lot easier," she said.

Dan DeRusha, a sophomore at Syracuse U., agrees that catalog shopping can be easier. But fear of collegiate junk mail has made him wary of mail order shopping. While he too shops through catalogs, he usually does it back at his home in Barker, N.Y., and not at school.

"I don't trust most of the stuff we get in the mail because we get so much," DeRusha said.

Ironically, the only companies that are not happy about the growth of the catalog industry are the ones who began the trend — the original department stores.

As the new, trendier catalogs have gained increased popularity, the more traditional catalogs, like Sears and J.C. Penney, are feeling the crunch in an industry they were involved with from the start.

But Duncan Muir of J.C. Penney said the problem is not a serious one.

He attributes the decline in catalog sales to the impact of the recent recession, noting that retail sales had been going up until recently.